



## The Development and Dissemination of CHILD Profile Health Promotion Materials

### Stage 1: Community Based Formative Research

- Define target audience
- Analyze available health information
- Supplement available data with baseline studies (if needed)
- Identify and interview key informants
- Conduct target audience research (survey, focus groups, interviews, etc.)
- Define audience information needs
- Define appropriate channels



### Stage 2: Material Development

- Define message
- Identify readability levels
- Identify and develop appropriate layout and illustrations
- Develop mock-up



### Stage 3: Pretesting Process

- Pretest mock-up with target audience (parents, individual/group and professionals)
- Key informant (health care provider)/clinical mock-up review
- Revise material and retest as needed



### Stage 4: Material Production

Materials are:

- Proofed • Printed • Warehoused



### Stage 5: Material Dissemination

Mailing company picks up materials at the warehouse for:

- Assembly
- Packaging



Addresses (provided by CHILD Profile on diskette) are "sprayed" on to appropriate mailings by the mailing company.



Mailings are delivered to the US Post Office by the mailing company.



Mailing company bills on contract for services.



First class postage is paid by the mailing company, and billed on contract.



Bulk mail postage is prepaid in a "postage due account" at the US Post Office.



### Stage 6: Evaluation

- Process, impact (e.g. are parents satisfied with materials?)
- Analysis of use trends
- Outcome (e.g. do health promotion materials change parental behavior?)
- Assess impact through comparison of recent health data to baseline information (if appropriate).



### Stage 7: Feedback to Refine Materials

- Target audience material review (individual/group).
- Returning to Stage 1 of this diagram and utilize evaluation findings.